Rating

Net Amount

## ORDER

Orders Order / Rev: 69326 9854186 /Brad Alt Order #: Product Desc: Americans for Prosperity WHP-TV CBS21 Estimate: Flight Dates: 11/01/12 - 11/06/12 Primary AE: Millennium Washington DC Original Date / Rev: 10/31/12 / 11/02/12 Sales Office: **MNAT** Order Type: **GENERAL** Sales Region: National **Mentzer Media Services** Name: Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 600 Fairmount Ave EOM/EOC Billing Cycle: Towson, MD 21286 Agency Commission: 15% Advertiser **Americans for Prosperity** Name: A35+ New Business Thru: Demographic: **Product Codes:** Issues/Propositions Order Separation: 00:15:00 Priority: P-1 Advertiser External ID: Revenue Codes: AGY, POL-ISS, GEN Agency External ID: Bill Plan **Totals** 

Account Executive

**End Date** 

Start Date

10/29/12	11/06/12	34	\$54,250.00	\$46,112.50	November 2012	34	\$54,250.00	\$46,112.50	0.00					
					Totals	34	\$54,250.00	\$46,112.50	0.00					
Account Ex	Account Executives													

Start Date / End Date

Month

# Spots

Order %

100%

Gross Amount

Net Amount

Millennium Washington DC	Start Of Order - End Of Order		
Order Share	Share	Total	
WHP-TV CBS21	30%	\$54,250.00	•

# Spots

Sales Office

Gross Amount

Sales Region

Order Share	Snare	lotai
WHP-TV CBS21	30%	\$54,250.00
Market	100%	\$180,833.33
•		

Competitive Share	Share	Total
EHP	0%	\$0.00
UNKWN	70%	\$126,583.33
WGAL	0%	\$0.00
WHTM	0%	\$0.00
WLYH	0%	\$0.00
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
N 1	WHP	11/01/12	11/02/12	M-F 4p-5p	CM	4p-5p	TF	1:00	2	\$900.00 P-1	0.00 NM	2	\$1,800.00
				M-F 4p-5p									
	Romney	,											
N 2	WHP	11/01/12	11/02/12	M-F 5p-530p News	СМ	5p-530p	TF	1:00	2	\$650.00 P-1	0.00 NM	2	\$1,300.00
				CBS 21 News at 5p									
	Romney	•											
	Star	rt Date I	End Date	Weekdays Spo	ts/Week	Rate	Rating						
W	eek: 10/2	29/12	11/04/12	TF	2	\$650.00	0.00						
N 3	WHP	11/01/12	11/02/12	M-F 530p-6p News	CM	530p-6p	TF	1:00	2	\$650.00 P-1	0.00 NM	2	\$1,300.00
				CBS 21 News at 530p									
	Romney	,											
	Star	rt Date	End Date	Weekdays Spo	ts/Week	Rate	Rating						
W	eek: 10/2	29/12	11/04/12	TF	2	\$650.00	0.00						

Print Date: 11/09/12 09:33:37 Page 2 of 4

Order / Rev: 69326 Advertiser: Americans for Prosperity

Alt Order #: 9854186 /Brad Product Desc: Americans for Prosperity WHP-TV CBS21

Flight Dates: 11/01/12 - 11/06/12 Estimate: 72

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Γime	Days	Len Sp	ots	Rate Pri	Rtg Typ	e Spots	Amount
N 4	WHP	11/01/1	2 11/02/12	M-F 6p-630p Nev		6p-630p	-	TF	1:00	2	\$800.00 P-1	0.00 NI	1 2	\$1,600.00
	Romney	/		CBS 21 News at	6p									
	•	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratin	<u>g</u>						
	eek: 10/		11/04/12	TF	2	\$800.00	0.0						_	
N 5	WHP	11/01/1	2 11/02/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	-	TF	1:00	2 \$3	3,000.00 P-1	0.00 NN	1	\$3,000.00
	Romney	/		W-1 7p-730p										
		rt Date	End Date	Weekdays	Spots/Week	Rate	Ratin							
We Spo	eek: 10/: t	29/12 Date Ra	11/04/12	TF escription		\$3,000.00 t/End Time	0.0		Weekdays	Lengt	h Rate	Rtg Type	,	
			2-11/04/12 N		7p-7				ThF		0 <del>(\$3,00</del> 0.00)			
			3,13.4,13.5											
N. C		Avail]	0.44/00/40	M E 700 - 0 -	CM	700- 0-		TF	4.00	O 0.	1 000 00 D 1	0.00.00	1 0	<b>#0.000.00</b>
Nδ	WHP	11/01/1	2 11/02/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	-	1F	1:00	2 \$4	I,000.00 P-1	0.00 NM	1 2	\$8,000.00
	Romney	/		гоор ор										
147		rt Date	End Date	Weekdays TF	Spots/Week	Rate	Ratin	_						
	eek: 10/:		11/04/12 2 11/01/12		CM	\$4,000.00 9p-10p	0.0	T	1:00	1 \$0	9,000.00 P-1	0.00 NI	10	\$19,690.00
IN 7	VVI II	1 1/0 1/1	2 11/01/12	Thu 10g 2 Thu 9p-10p	Civi	эр-тор		1	1.00	ιψο	,,000.001 -1	0.00 141	10	\$19,090.00
	Romney	_												
\٨/ه	<u>Sta</u> eek: 10/	rt Date	End Date 11/04/12	<u>Weekdays</u> T	Spots/Week	Rate \$9,000.00	Ratin 0.0							
Spo		Date Ra		escription		t/End Time	0.0		Weekdays	Lengt	h Rate	Rtg Type	2	
1			2-11/04/12 T	•	9p-1	0p		-	Th	- 1:0	0 <del>(\$9,000.00)</del>	0.00 NI	1	
			,7.3,7.4,7.5, by NSM]	7.6,7.7,7.8,7.9										
2	-			EC Prime Game	Vario	ous			Sa-	- 1:0	0 \$2,500.00	0.00 NM	4	
			,15.1,13.2,7	.1										
3	-	3 within I	· .	EC Prime Game	Vario	nue		_	Sa-	_ 1.0	0 \$2,500.00	0.00 NI	4	
	_		,15.1,13.2,7.		van	Jus			Sa-	1.0	σ ψ2,300.00	0.00 141	"	
	-	3 within I	0 -											
	_			BS This Morning S	Saturday 9a-1	1a		-	Sa-	- 1:0	0 \$450.00	0.00 NM	1	
	_	3 within I	,15.1,13.2,7. Flight]	. 1										
5				BS This Morning S	Saturday 9a-1	1a		-	Sa-	- 1:0	0 \$450.00	0.00 NM	1	
	_		,15.1,13.2,7.	.1										
6	-	3 within I 10/29/12	-	ace the State	1130	)a-12p			S	Su 1:0	0 \$390.00	0.00 NI	4	
			,15.1,13.2,7			•					, , , , , , , ,			
_	-	3 within I	-	of Decret	0 - 0				г	4.0	0 04 000 00	0.00 NI		
	_		2-11/04/12 F ,15.1,13.2,7.	-	8p-9	p		=	F	- 1:0	0 \$4,000.00	0.00 Nr	/1	
	_	G within I												
	_			FL RS Game Early	/ 1p-4	p			SaS	Su 1:0	0 \$8,000.00	0.00 NI	1	
	_	i for 10.1 3 within l	,15.1,13.2,7. Fliaht1	.1										
S	-		-	ace the Nation	1030	)a-1130a			S	Su 1:0	0 <del>(\$1,400.00)</del>	0.00 NI	1	
			0,7.11,7.12	B 197										
10	•		tical] Due to 2-11/06/12 N		11a-	12n		_	т	_ 1.0	0 \$1,000.00	0.00 NI	4	
		for 7.9		ι ι ια ιΖρ	114	120			1	1.0	σ ψ1,000.00	0.00 141	"	
	-	3 within I	-											
11	-			I-F 5a-6a News	5a-6	a		-	- T	- 1:0	0 \$200.00	0.00 NM	1	
	_	6 for 7.9 ° G within I												
12	-		-	1-F 5a-6a News	5a-6	а		-	- T	- 1:0	0 \$200.00	0.00 NM	4	
	_	for 7.9												
	[IVIC	3 within I	-iigrit]										_[	

Print Date: 11/09/12 09:33:37 Page 3 of 4

Order / Rev: 69326 Advertiser: Americans for Prosperity

Alt Order #: 9854186 /Brad Product Desc: Americans for Prosperity WHP-TV CBS21

Flight Dates: 11/01/12 - 11/06/12 Estimate: 72

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Spo	ots Rate Pri	Rtg Type	Spots	Amount
N 8 WHP	11/03/1	2 11/03/12	SEC Day Game	CM	Various	\$	S- 1:00	2 \$1,000.00 P-1	0.00 NM	2	\$2,000.00
D	_		SEC Football Da	y Game							
Romney Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/		11/04/12	S-	2	\$1,000.00	0.00					
N 9 WHP	11/03/1	2 11/03/12		CM	7p-730p	S	S- 1:00	1 \$950.00 P-1	0.00 NM	1	\$950.00
Romney	,		Sa 7p-730p								
•	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/		11/04/12	S-	1	\$950.00	0.00					
N10 WHP	11/03/1	2 11/03/12	Sat Reg 2 Sat 9p-10p	CM	9p-10p		S- 1:00	1 \$1,600.00 P-1	0.00 NM	0	\$0.00
Romney	/		3at 9p-10p								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/2	29/12 Date Ra	11/04/12	S-		\$1,600.00 t/End Time	0.00	Weekdays	Longth Pata	Pta Typo		
		2-11/04/12 S	escription at Reg 2	9p-1			Sa-		Rtg Type 0.00 NM		
			7.6,7.7,7.8,7.9	•	•			,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			
	ogram C						_				
N11 WHP	11/03/1	2 11/03/12	Sa 11p-1130p Ne CBS 21 News 11		11p-1130p		S- 1:00	1 \$800.00 P-1	0.00 NM	1	\$800.00
Romney	/		CBS 21 News 11	P							
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/2		11/04/12	S-	1	\$800.00	0.00	1 100	4 0470 00 D 4	0.00 NIM		<b>#470.00</b>
N12 WHP	11/03/1	2 11/03/12	Sa 1130p-1230a Sa 1130p-1230a	CM	1130p-1230a	aS	S- 1:00	1 \$170.00 P-1	0.00 NM	1	\$170.00
Romney	/		Ga 1100p 1200a								
N13 WHP	11/03/1	2 11/04/12	Sa-Su 6p-630p N		6p-630p		SS 1:00	2 \$590.00 P-1	0.00 NM	3	\$6,590.00
Romney	,		CBS 21 News at	6р							
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/2	29/12	11/04/12	SS	2	\$590.00	0.00					
	Date Ra		escription a-Su 6p-630p Nev		t/End Time		Weekdays SaS		Rtg Type		
		.3,13.4,13.5	a-3u op-030p Nev	is not op-o	ЗОР		3a3	u 1.00 <del>(\$000.00</del>	7 0.00 IVIVI		
	ogram C										
			a-Su 6p-630p Nev	s Rot 6p-6	30p		SaS	u <i>1:00 <del>(\$590.00</del></i>	0.00 NM		
	e <i>MG 7.2</i> ogram Cl		7.6,7.7,7.8,7.9								
•	•	· .	EC Prime Game	Vari	ous		Sa-	- 1:00 \$5,000.00	0.00 NM		
_		19.1,13.1									
	G within I	Flight] 2-11/05/12 N	E 2n 4n	3p-4	n		MF	- 1:00 \$590.00	0.00 NM		
		19.1,13.1	-1 3p-4p	3p-4	·Þ		IVII	- 1.00 \$590.00	0.00 INIVI		
[MC	G within I	Flight]									
		2-11/05/12 N	-F 4p-5p	4p-5	ip		M F	- 1:00 \$1,000.00	0.00 NM		
_	G for 5.2,7 G within I	19.1,13.1 Fliaht1									
			CBS Sun Morning	g CM	9a-1030a		S 1:00	1 \$950.00 P-1	0.00 NM	1	\$950.00
			CBS Sun Mornin	•							
Romney	/ rt Date	End Date	Weekdays	Spots/Week	Pate	Rating					
Week: 10/2		End Date 11/04/12	<u>Weekdays</u> S	<u> </u>	<u>Rate</u> \$950.00	0.00					
N15 WHP	11/04/1	2 11/04/12	Sun Reg 1	CM	7p-8p		S 1:00	1 \$8,500.00 P-1	0.00 NM	0	\$0.00
Domes	,		Sun 7p-8p								
Romney Sta	/ <u>rt Date</u>	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/2		11/04/12	S	1		0.00					

Print Date: 11/09/12 09:33:37 Page 4 of 4

Order / Rev: 69326 Advertiser: Americans for Prosperity

Alt Order #: 9854186 /Brad Product Desc: Americans for Prosperity WHP-TV CBS21

Flight Dates: 11/01/12 - 11/06/12 Estimate: 72

Ln Ch Star	t End	Inventory Code	Break	Start/End	Time Days	Len Sp		Rtg Type	Spots	Amount
N15 WHP 11/04	11/04/12	•	CM	7p-8p		S 1:00	1 \$8,500.00 P-1	0.00 NM	0	\$0.00
Romney		Sun 7p-8p								
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/29/12	11/04/12	S		\$8,500.00	0.00					
Spot Ch Date I	Range <u>[</u> /12-11/04/12 S	Description  Sup Box 1	<u>Start</u> 7p-8	/End Time		Weekdays		Rtg Type		
		7.6,7.7,7.8,7.9	7 p-0	Р		5	α 1.00 <del>(ψο,οοο.οο</del>	7 0.00 IVIVI		
	ed by NSM]	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,								
N16 WHP 11/05	5/12 11/05/12			5p-530p	M	- 1:00	1 \$650.00 P-1	0.00 NM	1	\$650.00
Romney		CBS 21 News at	5p							
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 11/05/12	11/11/12	M	1	\$650.00	0.00					
N17 WHP 11/05	5/12 11/05/12	M-F 530p-6p Nev		530p-6p	M	- 1:00	1 \$650.00 P-1	0.00 NM	1	\$650.00
Romney		CBS 21 News at	530p							
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 11/05/12	11/11/12	M	1	\$650.00	0.00					
N18 WHP 11/05	5/12 11/05/12			6p-630p	M	- 1:00	1 \$800.00 P-1	0.00 NM	1	\$800.00
Romney		CBS 21 News at	6p							
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 11/05/12	11/11/12	M	1	\$800.00	0.00					
N19 WHP 11/05	5/12 11/05/12		CM	7p-730p	M	- 1:00	1 \$3,000.00 P-1	0.00 NM	0	\$0.00
Romney		M-F 7p-730p								
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 11/05/12	11/11/12	M		\$3,000.00	0.00					
Spot Ch Date I 1 WHP 11/05	Range /12-11/11/12 N	Description  A F 7n 720n	<u>Start</u> 7p-7	/End Time		Weekdays M	Length Rate - 1:00(\$3,000.00	. <del></del>		
	13.3,13.4,13.5	n-1 7ρ-730ρ	7 μ-7	30p		IVI	- 1.00(ψο,000.00	7 0.00 IVIVI		
	olitical] Due to	Political								
N20 WHP 11/05	5/12 11/05/12		CM	730p-8p	M	- 1:00	1 \$4,000.00 P-1	0.00 NM	1	\$4,000.00
Romney		M-F 730p-8p								
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 11/05/12	11/11/12	M	1	\$4,000.00	0.00					

Totals 34 \$54,250.00